

CVD Prevention Innovation Exchange

Event pack

Thursday 13th March 10-11:30am



Agenda

Time	Item	Lead / Innovator
10:00	Introduction and housekeeping - Innovation Exchange - what it is and why it is important - Why CVD Prevention? - Events and strategies that inspired this session - Stakeholder feedback that inspired this session	Michael Ellis – Senior Innovation Lead, Health Innovation East Midlands
10:10	CVD prevention – A national overview	Helen Williams - National Clinical Director for CVD Prevention, NHS England
10:20	Innovator pitches	Holly Health
		PocDoc
		DXS International plc
		Suvera
	5 minute break	
	Innovator pitches	KiActiv
		Avid Health
		my mhealth Ltd
		SiSU Health
11:10	CVD prevention – A Lincolnshire NHS overview	Ben Fawcett – Lincolnshire ICB – Programme Lead: CVD Mo Bullen - Lipidology Nurse Specialist - Lincolnshire Community Health Services NHS Trust
11:20	CVD prevention innovation fund launch	Dawn Plummer – Digital Health Innovation Lead and Deputy Head of Innovation Pipeline Development, Health Innovation East Midlands
11:25-11:30	Tell us who you would like to hear more from Support available and next steps Thank you and close	Michael Ellis – Senior Innovation Lead, Health Innovation East Midlands



Innovators presenting at this event

Holly Health: Holly Health Habit Coach



Grace Gimson

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www.hollyhealth.io/

Holly Health's solution provides a personalised digital habit change service. It supports coaching patients to achieve changes related to long term conditions and day-to-day health challenges, through achievable personalised habits, within a fun to use and motivational UX (a set of principles that help users navigate and understand user experience).

PocDoc: Healthy Heart Check



Luke Dawson

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The 'Healthy Heart Check' uses PocDoc's app-based technology to offer patients a comprehensive cholesterol profile, body mass index score, heart age estimate, and a ten-year risk assessment for having a heart attack or stroke. The use of the new technology means patients can have the results of their screening within minutes and start making healthy changes straight away. Patients will also be offered resources to help them understand their results and lifestyle advice on how to improve their heart health.



Innovators presenting at this event (cont.)

DXS International plc: ExpertCare



Paul Quinn

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<https://www.expertcarerx.co.uk>

ExpertCare (EC) is a clinical decision support tool that automates the collection of personalised information for hypertensive patients, saving time and reducing clinical resource. It provides prescribing recommendations tailored to patient-specific data and NICE guidelines, including for those with multiple comorbidities. Clinicians retain full control over prescribing decisions and can accept or reject EC's suggestions.

Suvera



Caitlin Griffiths

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www.suvera.com

From case-finding and patient engagement through to condition and medication reviews, Suvera's virtual clinic provides an end-to-end solution for long term condition management in primary care. We provide a specialised clinical workforce, bespoke technology, and full governance and oversight in a single solution. As a CQC and NHS Digital-approved provider that is fully integrated with EMIS and SystemOne, Suvera is in a unique position to comprehensively manage full disease registers at a population health level.



Innovators presenting at this event (cont.)

KiActiv



Tommy Parker

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KiActiv® is a unique digital therapy that harnesses everyday movement in all intensities to deliver better health outcomes, improve patient uptake and engagement, and reduce healthcare costs. The technology-enabled innovation with wrap-around live mentor support has direct randomised control trial evidence to show that it outperforms structured exercise by optimising a personalised dose of everyday movement in the context of health, capacity and environment, without the need for clinics or gyms.

Avid Health - CQC registered digital health platform



avid

Tom Allen

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www.avid.health

Avid is a fast-growing, VC backed UK start-up transforming preventative healthcare with a new AI-powered approach—helping individuals take proactive action to prevent chronic disease progression, improve health outcomes, and reduce strain on healthcare systems. Chronic conditions account for 80% of healthcare costs, yet 40% are preventable. Traditional healthcare remains reactive rather than proactive, leaving individuals without personalised, data-driven support to make lasting health improvements. Avid bridges this gap by combining AI-driven personalisation, behavioural science, and expert health coaching to deliver scalable, high-impact preventative interventions.



Innovators presenting at this event (cont.)

my mhealth Ltd: myHeart



Jane Stokes

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myHeart has been designed by experts to support people living with a range of cardiovascular conditions to manage their condition day to day, empowering proactive self-management to support secondary prevention. The platform comprises a range of features that are personalised to the patient, the diagnosis and the time from diagnosis. This can include but is not limited to:

- Condition specific education
- Mind Toolkit to support stress reduction and anxiety management
- Activity diary to promote and record physical activity
- Medication diary
- Self-management plan (for heart failure patients only)
- Tools to track symptoms

Sisu Health



Jeremy Ellerd-Styles

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SiSU Health provides highly accessible, self-service health checks in community settings using a network of digital health kiosks situated in places where people live their lives. By offering free, quick, and comprehensive health checks, these kiosks aim to promote early detection of health risks, encourage healthier lifestyles, and reduce the burden on healthcare systems. Particularly effective in targeting the hard to reach and those impacted by health inequalities.

Data can also be shared with local GP services with full patient record integration.

